



Teknokratika "A", AM/INTANSI, 056/SK/BAH/17/10/16/2014
Teknokratika "A", MANAJEMEN, 257/SK/BAH/17/10/16/2013

Penetapan Dosen Pembimbing Skripsi

Semester GASAL Tahun Akademik 2018/2019

Nomor : 1042/BAAK/IX/2018

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuççwara Malang menetapkan :

Nama : Drs. EKO SUDJAWOTO, MM
Sebagai : Dosen Pembimbing 1
Nama : --
Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : INDAH PRATIWI
Nomor Pokok : K.2015.1.33283
Skripsi yang diajukan
Bidang Kajian : MANAJEMEN PEMASARAN
Pokok Bahasan : JASA PELAYANAN
Tempat/Obyek : --
Judul Skripsi : --

Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang
Pada Tanggal : 19/10/2018
Ketua Program Studi Manajemen,



Dra. LINDANANTY, MM.
NIK-P.3M : 202.710.194



STIE Malangkuçęwara

(Accounting Business Management)

Jl. Terusan Candi Kalasan - Malang Telp. 0341-491813

KARTU BIMBINGAN SKRIPSI

BAB.I s.d BAB. III

BLN/TGL	BAB	PERMASALAHAN	PARAF
Bulan: November 2018			
20 Nov 2018	I	Konsultasi judul skripsi dan objek penelitian	
Bulan: 1/November 2018			
27 Nov 2018		Konsultasi objek penelitian	
29 Nov 2018		penetapan judul skripsi	
Bulan: Desember 2018			
3 Des 2018		Mengumpulkan Bab 1	
25 Des 2018		Konsultasi dan persiapan seminar proposal	
		Konsultasi mengenai metode penelitian	
Bulan: Januari 2019			
21 Jan 2019		Konsultasi objek penelitian	
		Bab I & II & III	
		ACC -	
Bulan: Januari 2019			

Dosen Pembimbing 1

Dosen Pembimbing 2

Catatan:

Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

6. Ide/inovasi penelitian
7. Pemahaman konsep/teori
8. Pemahaman Metodologi
9. Kemampuan Analisis
10. Rutinitas Pembimbingan



Penetapan Dosen Pembimbing Skripsi

Semester GASAL Tahun Akademik 2018/2019

Nomor : 1042/BAAK/IX/2018

Setelah memperhatikan Surat Ketua Program Studi tentang usulan dosen pembimbing skripsi dengan ini Ketua STIE Malangkuççwara Malang menetapkan :

Nama : Drs. EKO SUDJAWOTO, MM

Sebagai : Dosen Pembimbing 1

Nama : --

Sebagai : Dosen Pembimbing 2

Untuk mahasiswa berikut

Nama : INDAH PRATIWI

Nomor Pokok : K.2015.1.33283

Skripsi yang diajukan

Bidang Kajian : MANAJEMEN PEMASARAN

Pokok Bahasan : JASA PELAYANAN

Tempat/Obyek : BRI SYARIAH KANTOR CABANG MALANG SOEKARNO HATTA

Judul Skripsi : PENGARUH KUALITAS PELAYANAN DAN DIVERSIFIKASI PRODUK TERHADAP KEPUASAN NASABAH MENABUNG DI BANK BRI SYARIAH KANTOR CABANG MALANG SOEKARNO HATTA

Demikian surat penetapan ini dikeluarkan untuk dilaksanakan dengan sebaiknya.
Penetapan ini berlaku sejak dikeluarkan.

Dikeluarkan di : Malang

Pada Tanggal : 26/02/2019

Ditandatangani oleh Ketua Program Studi Manajemen,

Dra. LINDANANTY, MM.

NIK-P.3M : 202.710.194



STIE Malangkuçewara

(Accounting Business Management)

Jl. Terusan Candi Kalasan - Malang Telp. 0341-491813

KARTU BIMBINGAN SKRIPSI BAB IV s.d. BAB V

BLN/TGL	BAB	PERMASALAHAN	PARAF
Bulan : Januari 2019			
21 Jan 2019		Konsultasi mengenai objek penelitian	h
Bulan : Februari 2019			
17 Feb 2019		Konsultasi Bab 4	h
		pernyataan untuk seminar	
Bulan : Februari 2019			
20 Feb 2019		Menyerahkan bab 4 dan 5	h
22 Feb 2019		Minta ttd untuk kelengkapan daftar Ujian skripsi	
Bulan :			
		ACC Bab 4 & 5	h
Bulan :			

Dosen Pembimbing 1

Dosen Pembimbing 2

Catatan:

Bobot Penilaian skripsi oleh pembimbing sebesar 50% dengan kriteria penilaian:

6. Ide/inovasi penelitian
7. Pemahaman konsep/teori
8. Pemahaman Metodologi
9. Kemampuan Analisis
10. Rutinitas Pembimbingan

Lampiran 1

1. Uji Validitas dan Reliabilitas

a. Kualitas Pelayanan (X1) 99 Responden

Uji Validitas

		Correlations																	
		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	x1.12	x1.13	x1.14	x1.15	x1.16	bt	
x1.1	Pearson Correlation	1	.558 ^{**}	.418 ^{**}	.455 ^{**}	.459 ^{**}	.325 [*]	.318 [*]	.262 [*]	.383 ^{**}	.374 ^{**}	.400 [*]	.309 [*]	.321 ^{**}	.322 ^{**}	.312 [*]	.298 [*]	.560 [*]	
	Sig (2-tailed)		.000	.000	.000	.000	.001	.001	.009	.000	.006	.000	.002	.001	.001	.002	.004	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.2	Pearson Correlation	.558 ^{**}	1	.571 ^{**}	.562 ^{**}	.538 ^{**}	.448 ^{**}	.290 [*]	.375 ^{**}	.471 ^{**}	.399 ^{**}	.423 ^{**}	.302 [*]	.412 ^{**}	.400 [*]	.409 [*]	.335 [*]	.659 ^{**}	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.004	.000	.000	.000	.000	.002	.000	.000	.000	.001	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.3	Pearson Correlation	.418 ^{**}	.571 ^{**}	1	.553 ^{**}	.464 ^{**}	.415 [*]	.333 [*]	.438 ^{**}	.417 ^{**}	.452 ^{**}	.371 [*]	.229 [*]	.315 [*]	.287 [*]	.269 [*]	.295 [*]	.594 [*]	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.023	.000	.007	.007	.004	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.4	Pearson Correlation	.455 ^{**}	.562 ^{**}	.553 ^{**}	1	.608 ^{**}	.518 [*]	.377 [*]	.531 ^{**}	.519 [*]	.517 [*]	.494 [*]	.389 [*]	.500 [*]	.415 [*]	.390 [*]	.412 [*]	.730 ^{**}	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.5	Pearson Correlation	.459 ^{**}	.538 ^{**}	.464 ^{**}	.608 ^{**}	1	.693 ^{**}	.469 [*]	.519 [*]	.537 ^{**}	.509 [*]	.555 [*]	.521 [*]	.571 ^{**}	.342 [*]	.385 [*]	.362 [*]	.769 ^{**}	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.6	Pearson Correlation	.325 [*]	.448 ^{**}	.415 [*]	.518 [*]	.693 ^{**}	1	.471 ^{**}	.530 ^{**}	.452 ^{**}	.528 ^{**}	.449 [*]	.562 ^{**}	.506 [*]	.473 [*]	.418 [*]	.457 [*]	.730 ^{**}	
	Sig (2-tailed)		.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.7	Pearson Correlation	.318 [*]	.290 [*]	.333 [*]	.377 [*]	.469 [*]	.471 ^{**}	1	.448 ^{**}	.423 ^{**}	.402 [*]	.418 [*]	.346 [*]	.496 ^{**}	.377 ^{**}	.301 [*]	.497 ^{**}	.612 ^{**}	
	Sig (2-tailed)		.001	.004	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.8	Pearson Correlation	.262 [*]	.375 ^{**}	.438 ^{**}	.531 ^{**}	.519 [*]	.530 ^{**}	.449 [*]	1	.605 ^{**}	.597 ^{**}	.584 [*]	.569 [*]	.605 [*]	.533 [*]	.407 [*]	.533 [*]	.749 ^{**}	
	Sig (2-tailed)		.009	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.9	Pearson Correlation	.383 ^{**}	.471 ^{**}	.417 ^{**}	.519 [*]	.537 ^{**}	.452 ^{**}	.423 ^{**}	.605 ^{**}	1	.635 ^{**}	.624 [*]	.552 [*]	.598 [*]	.438 [*]	.418 [*]	.531 [*]	.750 ^{**}	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.10	Pearson Correlation	.374 ^{**}	.399 ^{**}	.452 ^{**}	.517 [*]	.509 [*]	.528 ^{**}	.402 [*]	.587 ^{**}	.635 ^{**}	1	.681 ^{**}	.585 [*]	.592 [*]	.584 [*]	.563 [*]	.451 [*]	.772 ^{**}	
	Sig (2-tailed)		.008	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.11	Pearson Correlation	.400 [*]	.423 ^{**}	.371 [*]	.494 ^{**}	.555 ^{**}	.448 [*]	.418 [*]	.584 [*]	.624 [*]	.681 ^{**}	1	.748 ^{**}	.708 ^{**}	.508 [*]	.525 [*]	.450 [*]	.787 ^{**}	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.12	Pearson Correlation	.309 [*]	.302 [*]	.229 [*]	.389 ^{**}	.521 ^{**}	.582 ^{**}	.348 [*]	.569 [*]	.552 ^{**}	.595 ^{**}	.748 ^{**}	1	.600 [*]	.535 [*]	.399 [*]	.512 [*]	.724 ^{**}	
	Sig (2-tailed)		.002	.002	.023	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.13	Pearson Correlation	.321 ^{**}	.413 ^{**}	.315 [*]	.500 ^{**}	.571 ^{**}	.508 [*]	.498 [*]	.605 ^{**}	.588 ^{**}	.592 ^{**}	.708 ^{**}	.600 [*]	1	.628 ^{**}	.485 [*]	.441 [*]	.778 ^{**}	
	Sig (2-tailed)		.001	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.14	Pearson Correlation	.322 ^{**}	.400 [*]	.267 [*]	.419 [*]	.362 [*]	.473 ^{**}	.377 [*]	.533 ^{**}	.438 ^{**}	.584 [*]	.508 [*]	.535 [*]	.628 ^{**}	1	.760 ^{**}	.473 [*]	.723 ^{**}	
	Sig (2-tailed)		.001	.000	.007	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.15	Pearson Correlation	.312 [*]	.409 [*]	.269 [*]	.398 ^{**}	.385 [*]	.418 [*]	.301 [*]	.407 ^{**}	.418 [*]	.583 ^{**}	.525 [*]	.399 [*]	.485 [*]	.780 ^{**}	1	.515 [*]	.683 ^{**}	
	Sig (2-tailed)		.002	.000	.007	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
x1.16	Pearson Correlation	.298 [*]	.335 [*]	.285 [*]	.412 ^{**}	.362 [*]	.457 ^{**}	.497 ^{**}	.533 ^{**}	.521 ^{**}	.451 [*]	.450 [*]	.512 [*]	.441 [*]	.473 [*]	.515 [*]	1	.664 ^{**}	
	Sig (2-tailed)		.004	.001	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
bt	Pearson Correlation	.560 [*]	.659 ^{**}	.584 ^{**}	.730 ^{**}	.769 ^{**}	.735 ^{**}	.612 ^{**}	.749 ^{**}	.750 ^{**}	.772 ^{**}	.787 ^{**}	.724 ^{**}	.778 ^{**}	.723 ^{**}	.683 ^{**}	.664 ^{**}	1	
	Sig (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
** Correlation is significant at the 0.01 level (2-tailed).																			
* Correlation is significant at the 0.05 level (2-tailed).																			

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	99	100.0
	Excluded ^a	0	.0
	Total	99	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.932	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	62.58	52.308	.500	.932
x1.2	62.60	51.570	.611	.929
x1.3	62.81	51.789	.534	.931
x1.4	62.79	50.128	.693	.927
x1.5	62.95	48.355	.719	.926
x1.6	62.72	49.858	.688	.927
x1.7	62.65	51.700	.556	.930
x1.8	62.66	50.758	.711	.927
x1.9	62.71	50.944	.714	.927
x1.10	62.75	49.905	.733	.926
x1.11	62.81	50.075	.752	.926
x1.12	62.83	50.042	.675	.928
x1.13	62.86	49.653	.738	.926
x1.14	62.96	49.345	.668	.928
x1.15	62.98	49.693	.622	.929
x1.16	62.77	51.343	.615	.929

b. Diversifikasi Produk (X2) 99 Responden

Uji Validitas

Correlations

	x2.1	x2.2	x2.3	x2.4	x2.5	tx2
--	------	------	------	------	------	-----

x2.1	Pearson Correlation	1	.714**	.618**	.507**	.503**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	99	99	99	99	99	99
x2.2	Pearson Correlation	.714**	1	.690**	.592**	.594**	.852**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	99	99	99	99	99	99
x2.3	Pearson Correlation	.618**	.690**	1	.664**	.578**	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	99	99	99	99	99	99
x2.4	Pearson Correlation	.507**	.592**	.664**	1	.737**	.851**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	99	99	99	99	99	99
x2.5	Pearson Correlation	.503**	.594**	.578**	.737**	1	.817**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	99	99	99	99	99	99
tx2	Pearson Correlation	.795**	.852**	.856**	.851**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Uji Reliabilitas

Case Processing Summary

	N	%
Cases Valid	99	100.0
Excluded ^a	0	.0
Total	99	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items

.889	5
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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	15.88	5.006	.679	.876
x2.2	15.87	4.952	.771	.857
x2.3	15.97	4.642	.760	.858
x2.4	15.94	4.486	.741	.864
x2.5	15.82	4.987	.716	.868

c. Kepuasan Nasabah (Y) 100 Responden

Uji Validitas

Correlations												
		y.1	y.2	y.3	y.4	y.5	y.6	y.7	y.8	y.9	y.10	ty
y.1	Pearson Correlation	1	.447 ^{**}	.403 ^{**}	.425 ^{**}	.385 ^{**}	.589 ^{**}	.452 ^{**}	.513 ^{**}	.439 ^{**}	.520 ^{**}	.681 ^{**}
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.2	Pearson Correlation	.447 ^{**}	1	.415 ^{**}	.370 ^{**}	.409 ^{**}	.332 ^{**}	.400 ^{**}	.527 ^{**}	.404 ^{**}	.445 ^{**}	.636 ^{**}
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000	.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.3	Pearson Correlation	.403 ^{**}	.415 ^{**}	1	.668 ^{**}	.558 ^{**}	.555 ^{**}	.544 ^{**}	.558 ^{**}	.510 ^{**}	.516 ^{**}	.761 ^{**}
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.4	Pearson Correlation	.425 ^{**}	.370 ^{**}	.668 ^{**}	1	.543 ^{**}	.455 ^{**}	.483 ^{**}	.502 ^{**}	.475 ^{**}	.462 ^{**}	.705 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.5	Pearson Correlation	.385 ^{**}	.409 ^{**}	.558 ^{**}	.543 ^{**}	1	.629 ^{**}	.561 ^{**}	.669 ^{**}	.615 ^{**}	.624 ^{**}	.784 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.6	Pearson Correlation	.589 ^{**}	.332 ^{**}	.555 ^{**}	.455 ^{**}	.629 ^{**}	1	.599 ^{**}	.683 ^{**}	.665 ^{**}	.645 ^{**}	.808 ^{**}
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.000	.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.7	Pearson Correlation	.452 ^{**}	.400 ^{**}	.544 ^{**}	.483 ^{**}	.561 ^{**}	.599 ^{**}	1	.768 ^{**}	.653 ^{**}	.589 ^{**}	.788 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.8	Pearson Correlation	.513 ^{**}	.527 ^{**}	.558 ^{**}	.502 ^{**}	.669 ^{**}	.683 ^{**}	.768 ^{**}	1	.596 ^{**}	.670 ^{**}	.849 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.9	Pearson Correlation	.439 ^{**}	.404 ^{**}	.510 ^{**}	.475 ^{**}	.615 ^{**}	.665 ^{**}	.653 ^{**}	.596 ^{**}	1	.762 ^{**}	.795 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	99	99	99	99	99	99	99	99	99	99	99
y.10	Pearson Correlation	.520 ^{**}	.445 ^{**}	.516 ^{**}	.462 ^{**}	.624 ^{**}	.645 ^{**}	.589 ^{**}	.670 ^{**}	.762 ^{**}	1	.811 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	99	99	99	99	99	99	99	99	99	99	99
ty	Pearson Correlation	.681 ^{**}	.636 ^{**}	.761 ^{**}	.705 ^{**}	.784 ^{**}	.808 ^{**}	.788 ^{**}	.849 ^{**}	.795 ^{**}	.811 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	99	100.0
	Excluded ^a	0	.0
	Total	99	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y.1	36.99	19.765	.600	.913
y.2	37.16	19.606	.532	.919
y.3	37.04	18.672	.684	.909
y.4	36.89	19.916	.635	.911
y.5	36.81	19.218	.725	.906
y.6	37.01	18.663	.749	.905
y.7	36.93	19.373	.734	.906
y.8	36.86	18.980	.807	.902
y.9	36.95	19.416	.744	.906
y.10	36.91	19.390	.763	.905

Lampiran 2

2. Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test

		Kualitas Pelayanan	Div ersifikasi Produk	Kepuasan Nasabah
N		99	99	99
Normal Parameters ^{a,b}	Mean	66.96	19.87	41.06
	Std. Dev iation	7.561	2.705	4.859
Most Extreme Differences	Absolute	.112	.196	.134
	Positive	.112	.188	.121
	Negative	-.099	-.196	-.134
Kolmogorov-Smirnov Z		1.114	.765	1.331
Asy mp. Sig. (2-tailed)		.167	.602	.058

a. Test distribution is Normal.

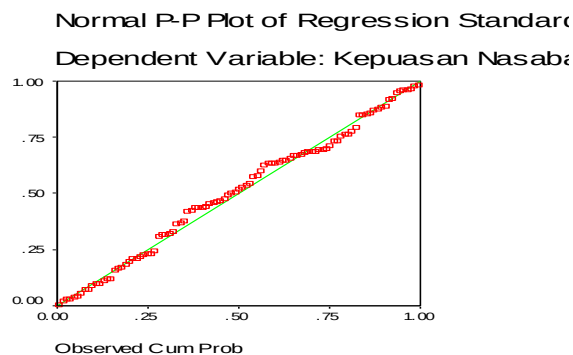
b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Dev iation	.98974335
Most Extreme Differences	Absolute	.067
	Positive	.046
	Negativ e	-.067
Kolmogorov-Smirnov Z		.663
Asy mp. Sig. (2-tailed)		.772

a. Test distribution is Normal.

b. Calculated from data.



Lampiran 3

3. Uji Asumsi Klasik

a. Uji Multikolinieritas

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Diversifikasi Produk, Kualitas Pelayanan ^b	.	Enter

a. Dependent Variable: Kepuasan Nasabah

b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267 ^a	.071	.052	38.56871

a. Predictors: (Constant), Diversifikasi Produk, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Nasabah

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10952.034	2	5476.017	3.681	.029 ^b
	Residual	142804.383	96	1487.546		
	Total	153756.417	98			

a. Dependent Variable: Kepuasan Nasabah

b. Predictors: (Constant), Diversifikasi Produk, Kualitas Pelayanan

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.240	4.024		.060	.953		
	Kualitas Pelayanan	.030	.065	.045	.459	.647	.990	1.011
	Diversifikasi Produk	.603	.223	.268	2.707	.008	.990	1.011

a. Dependent Variable: Kepuasan Nasabah

Coefficient Correlations^a

Model			Diversifikasi Produk	Kualitas Pelayanan
1	Correlations	Diversifikasi Produk	1.000	.102
		Kualitas Pelayanan	.102	1.000
	Covariances	Diversifikasi Produk	.050	.001
		Kualitas Pelayanan	.001	.004

a. Dependent Variable: Kepuasan Nasabah

Collinearity Diagnostics^a

Model Dimension		Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Pelayanan	Diversifikasi Produk
1	1	1.260	1.000	.35	.38	.01
	2	1.031	1.106	.08	.02	.85
	3	.709	1.333	.57	.60	.14

a. Dependent Variable: Kepuasan Nasabah

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-28.0076	27.8804	1.2707	10.57144	99
Residual	-103.84495	81.38348	.00000	38.17313	99
Std. Predicted Value	-2.770	2.517	.000	1.000	99
Std. Residual	-2.692	2.110	.000	.990	99

a. Dependent Variable: Kepuasan Nasabah

b. Uji Heteroskedasitas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Diversifikasi produk, Kualitas Pelayanan ^b	.	Enter

a. Dependent Variable: RES2

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.153 ^a	.023	.003	1.59366

a. Predictors: (Constant), Diversifikasi produk, Kualitas Pelayanan

b. Dependent Variable: RES2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.817	2	2.908	1.145	.322 ^b
	Residual	243.815	96	2.540		
	Total	249.632	98			

a. Dependent Variable: RES2

b. Predictors: (Constant), Diversifikasi produk, Kualitas Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.900	1.466		1.297	.198
	Kualitas Pelayanan	.035	.029	.164	1.202	.232
	Diversifikasi produk	-.120	.081	-.203	-1.489	.140

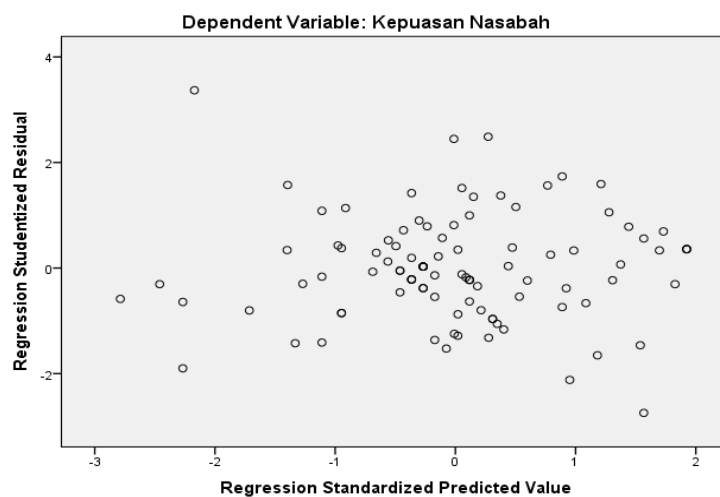
a. Dependent Variable: RES2

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1989	2.5802	1.8372	.24363	99
Std. Predicted Value	-2.620	3.050	.000	1.000	99
Standard Error of Predicted Value	.160	.552	.262	.092	99
Adjusted Predicted Value	1.0690	2.4444	1.8278	.25391	99
Residual	-1.85457	6.19166	.00000	1.57731	99
Std. Residual	-1.164	3.885	.000	.990	99
Stud. Residual	-1.193	4.003	.003	1.010	99
Deleted Residual	-1.95004	6.57442	.00946	1.64153	99
Stud. Deleted Residual	-1.196	4.363	.010	1.033	99
Mahal. Distance	.004	10.748	1.980	2.252	99
Cook's Distance	.000	.330	.014	.040	99
Centered Leverage Value	.000	.110	.020	.023	99

a. Dependent Variable: RES2

Scatterplot



c. Uji Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	diversifikasi produk, kualitas pelayanan ^b	.	Enter

a. Dependent Variable: kepuasan nasabah

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.742	2.46603

a. Predictors: (Constant), diversifikasi produk, kualitas pelayanan

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1729.832	2	864.916	142.225	.000 ^b
Residual	583.805	96	6.081		
Total	2313.636	98			

a. Dependent Variable: kepuasan nasabah

b. Predictors: (Constant), diversifikasi produk, kualitas pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.100	2.268		1.367	.175
	kualitas pelayanan	.405	.045	.630	9.078	.000
	diversifikasi produk	.546	.125	.304	4.377	.000

a. Dependent Variable: kepuasan nasabah

4. Uji Hipotesis

a. Uji Hipotesis Secara Parsial (uji t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.100	2.268		1.367	.175
	kualitas pelayanan	.405	.045	.630	9.078	.000
	diversifikasi produk	.546	.125	.304	4.377	.000

a. Dependent Variable: kepuasan nasabah

5. Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.742	2.46603

a. Predictors: (Constant), diversifikasi produk, kualitas pelayanan

Lampiran 4

Rekapan Data Kuesioner Responden

No	X1															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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No	X2						Y									
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